

# Adam Bandt for Melbourne

## Digital Campaigner



### POSITION DESCRIPTION

#### POSITION DETAILS

Position title:	Digital Campaigner
Status:	Part-time, fixed contract until March 5 2021, with the possibility of extension.
Remuneration:	Professional Staff Level 2 (FTE \$71,072) with an additional 10% super.
Primary hours:	Flexible, part-time hours (0.4 - 0.6).
Position begins:	November 2020

#### ABOUT THE ROLE

Passionate about campaigning? Love writing emails to inspire action? **We are looking for a digital campaigner to help set up our campaign to re-elect Adam Bandt.**

Through this contract role, you'll be responsible for helping grow our email program and ensuring key messages reach the voters of Melbourne. With the potential for an election as soon as August 2021, you'll help the team develop the strategy to help keep Melbourne Green.

#### ABOUT MELBOURNE AND THE VICTORIAN GREENS

In 2010, Adam Bandt won the seat of Melbourne, becoming the first Greens MP in the lower house. Since then, Adam has delivered for our values and our community, securing \$13 billion for clean energy and getting kids dental into Medicare. In February 2020, Adam became parliamentary leader of the Australian Greens.

The Greens are much more than an environmental party. The Greens are also working in many other areas to champion integrity, decency and fairness. As well as representing constituents, the Greens speak on behalf of those who wouldn't otherwise get much of a say inside parliament: children, refugees, students, individuals and families living in poverty and, of course, our natural environment.

#### CORE RESPONSIBILITIES

1. **Manage the online supporter engagement program:** develop and implement the supporter engagement program, executing issues specific digital campaigns, email writing, design and website content management, to help us increase our reach.
2. **Manage campaign fundraising activities:** identify fundraising opportunities both online and offline, coordinating engagement with potential donors.
3. **Support local campaigning efforts:** work across the broader team to ensure engagement with the voters of Melbourne through local campaigning opportunities.

## SELECTION CRITERIA

### Required:

1. Commitment to the Greens' charter and policies
2. A proven interest and understanding of the Australian political landscape and election campaigning.
3. Experience working in campaigns, both online and offline.
4. Experience coordinating fundraising activities, primarily online.
5. Exceptional communication skills, being able to craft compelling copy and to deliver an effective message verbally.
6. Experience with web design and content management. It's a bonus if you're familiar with NationBuilder, CiviCRM or AutoPilot.
7. Outcomes driven. We're looking for someone with experience in getting results and meeting goals, and who thrives when working towards big targets.
8. Willingness to take initiative and work to tight deadlines in a dynamic work environment.

### It's a bonus is you have:

9. Design skills, the ability to quickly whip up some creative assets to capitalise on a moment.
10. Experience working with and getting the best out of volunteers.

## APPLY

Applications close midnight, **Wednesday November 11 2020**.

To apply please email a resume and covering letter addressing each of the selection criteria located above to [recruitment@adambandt.com](mailto:recruitment@adambandt.com). Please submit the cover letter and CV in the same file, saved as a PDF, and the name of the file as the applicant's name and role.

We will read every application and should you be successful in your application, we will contact you to arrange an interview. Please be honest and thoughtful in your answers, and detail why you

would be particularly well suited to the role, clearly addressing each one of the selection criteria with examples and successes from your experience. Please limit your cover letter to 2 pages.

The Greens are an equal opportunity employer, which means we strongly encourage any interested and qualified parties to apply – we don't discriminate on the basis of age, race, religion, sexual orientation, gender identity or disability.